that [a plurality of] <u>the</u> receivers connected to at least one
of the distribution trunks demographically represents the
community for market research purposes, the head end including
<u>signal distribution circuitry for receiving the normal</u>
<u>television program signals and the substitute television</u>
<u>program signal and for combining the received channel signals</u>
<u>into spectrums of channels on the plurality of distribution</u>
<u>trunks, the spectrum of channels on less than all of the</u>
<u>plurality of distribution trunks including the substitute</u>
<u>television program signal</u> [means for selectively substituting
substitute program signals in lieu of normal television
program signals for transmission of a substitute program on
one of the distribution trunks to the plurality of the
television receivers connected thereto for consumer viewing];

a plurality of product sales collection units each
for collecting information representing purchases by the
consumers at one of a plurality of stores and for generating
product identifying signals identifying the products purchased
and the sales collection unit collecting the information, each
sales collection unit predominately collecting purchase
information by consumers viewing receivers connected to the
same distribution trunk, whereby the system is closed between
the targetable television system and the product sales
collection units by the acts of the consumers viewing the
programs presented on the respective television receivers and
shopping in a store including a sales collection unit; and,

a market research computer system including data for
identifying the particular sales collection units associated
with each of the distribution trunks and responding to said
transaction response signals to provide an indication of
consumer behavior in response to said normal and substitute
programs.

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7. (Amended)   A method in accordance with claim [2]
<u>6</u> comprising storing in the computer, demographic data
describing the type of a store in which each consumer data
collection point is located, and wherein the analyzing step

comprises identifying market significance based in part on the
computer stored demographic data.

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9.   (Amended)   A television distribution and
analysis system for delivering a plurality of channel signals
in separated TV channels to a plurality of cable television
subscribers residing in a geographic area comprising:

a plurality of normal channel signal sources for
producing normal TV channel signals to be delivered to
subscribers;

a source of a substitute channel signal to be
substituted for at least one normal channel signal;

signal distribution circuitry for receiving the
normal channel signals and the substitute channel signal and
for combining the received channel signals into [a spectrum]
spectrums of channels on a plurality of distribution trunks,
the spectrum of channels on less than all of the plurality of
distribution trunks including the substitute channel signal;
and

[means] apparatus for generating a plurality of
substantially identical copies of the spectrum of channels of
each distribution trunk;

[means] apparatus for connecting the substantially
identical copies of the channel spectrum of each distribution
trunk to different substantially contiguous zones of the
geographic area;

a plurality of customer purchase data collectors for
collecting customer purchase data in stores of the geographic
area, each customer purchase data collector representing
purchases made by subscribers residing in one of the zones;
and

a data analysis computer system for accumulating
customer purchase data from the data collectors and for
analyzing the collected data to identify the market
significance of the normal and substitute channel signals
connected to the zones of the geographic area.

11. (Amended) The television distribution and analysis system of claim 9 wherein the [means] _apparatus_ for connecting connects the spectrum of channel signals from one of the distribution trunks to zones of the community separated from one another by zones connected to others of the distribution trunks and selected to demographically represent the community for market research purposes.

13. (Amended) A television distribution and analysis system in accordance with claim 9 wherein the connecting [means] _apparatus_ comprises fiber optic _apparatus_ [means] for connecting the substantially identical copies of the channel spectrum of each distribution trunk to different ones of the zones.

22. (Amended) A method for use in a consumer response analyzing system comprising apparatus for distributing television to a plurality of _substantially geographically contiguous_ zones in a community of consumers and a market research computer system, the method comprising:

identifying a consumer parameter of consumers in the community and associating one of the zones of the community with the consumer parameters of a plurality of consumers;

storing in the market research computer system data representing the associations between consumer parameters and zones;

presenting television programming to the community so that a substitute program is presented to the consumers in a first set of zones and normal programming is presented to consumers in a second set of zones_, the presenting step being performed after the preceding data storing step_;

conducting a survey of a plurality of consumers throughout the community _after the presenting step_ to identify their customer parameter and to identify consumer purchase data; and

analyzing the survey identified data in the market research computer system to associate each consumer purchase

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